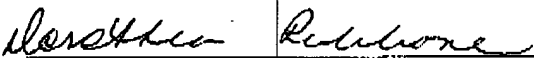


<b>CERTIFICATE OF TRANSMISSION BY FACSIMILE (37 CFR 1.8)</b> Applicant(s): <b>Hubbard et al.</b>			Docket No. <b>CA920000060US1</b>	
Application No. <b>09/998,111</b>	Filing Date <b>11/30/2001</b>	Examiner <b>Duran, Arthur D.</b>	Group Art Unit <b>3622</b>	
Invention: <b>SYSTEM AND METHOD FOR PRESENTING MARKETING CONTENT ON A WEB PAGE</b>				
I hereby certify that this _____ <b>After Final Amendment in 25</b> pages (Identify type of correspondence) is being facsimile transmitted to the United States Patent and Trademark Office (Fax. No. <b>(703) 872-9306</b> ) on <u>January 18, 2005</u> (Date)			<b>RECEIVED</b> <b>CENTRAL FAX CENTER</b> <b>JAN 18 2005</b>	
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<b>Applicants:</b>	Hubbard <i>et al.</i>	<b>Conf. No.:</b>	4393
<b>Serial No.:</b>	09/998,111	<b>Art Unit:</b>	3622
<b>Filing Date:</b>	11/30/2001	<b>Examiner:</b>	Duran, Arthur D.
<b>Title:</b>	SYSTEM AND METHOD FOR PRESENTING MARKETING CONTENT ON A WEB PAGE	<b>Docket No.:</b>	CA920000060US1 (IBMR-0111)

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Commissioner for Patents  
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Alexandria, VA 22313-1450

**AFTER FINAL AMENDMENT**

Sir,

**I. INTRODUCTORY COMMENTS:**

This paper is being filed in response to the Final Office Action dated November 17, 2004.

Please amend the above-referenced patent application as follows:

**Amendments to the Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks** begin on page 18 of this paper.

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